MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMK2064 – PRODUCT PLANNING AND MANAGEMENT

(All section / Groups)

9 MARCH 2017
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **TWO** pages (*including* the cover page) with **FIVE** questions only.

2. Attempt **ALL** the questions.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION ONE

Assume that you are developing a new cellular picture phone camera:

This is a regular-size cell phone with a small video display that sends video images of the speakers as well as their voices; the cell phone also has a camera and can take digital photos and send them via phone lines.

The A-T-A-R model is a market-share forecasting tool. Discuss how to use the A-T-A-R model to provide pieces of information that can guide the above mentioned project in its journey to the market. (20 marks)

QUESTION TWO

Describe the steps on how to identify the best project/concept to be used with an example of a scoring model to full screen the project/concept based on its technical and commercial success factors. (20 marks)

QUESTION THREE

Any product use test, whether one of several or alone, whether industrial or consumer, should be crafted carefully, and several key decisions must be made. Discuss the following product use test decisions and support with a product example:

(a) Should we disclose our identity?
(b) How much control over product use should there be?
(c) How should test be conducted?
(d) How should we record respondents' reactions?

(20 marks)

QUESTION FOUR

The decisions on the type of demand sought, permanence, aggressiveness, competitive advantages, and competitive relationships are the important platform decisions from industry to industry, goods to services, industrial to packaged goods. Discuss each of these decisions with appropriate product examples. (20 marks)

QUESTION FIVE

Discuss two common methods used by product innovators to get potential users to make some expression of commitment resembling a sale without actually laying out money in pseudo sale. (20 marks)

End of page.